

## REMARKS

Applicant thanks the Patent Office for the careful attention accorded this Application and respectfully requests reconsideration in view of the Amendment above and remarks set forth below.

Applicant has amended the Title of Invention and Abstract of Disclosure to better describe the inventive matter disclosed by the claims. Applicant has also amend the Specification to remove embedded hyperlinks, in accordance with MPEP 608.01.

Applicant has cancelled claims 367-382 without prejudice or disclaimer and have added rewritten claims 399-404 which are directed to the novel Internet-based consumer service marketing communication system shown in Figs. 2-1, 2-2, 2A', 2B1, 4A1-4D and 4E1-4F2 and described at corresponding pages throughout the Specification. Applicant reserves the right to file one or more continuation applications based on the canceled claims.

As defined by the rewritten claims, the Internet-based consumer service marketing communication system of the present invention employs:

(i) a centralized RDBMS for storing information links (e.g. USN/SM/SD/URL links) and information resources associated with each consumer service registered within the system; and

(ii) an Internet-enabled subsystem for creating and deploying server-side driven multi-mode virtual kiosks (MMVKs) programmed with such USN/SM/SD/URL links and installable anywhere along the WWW where the consumer service marketing manager desires to deliver a rich-media brand experience to consumers for a particular USN-identified consumer service or services.

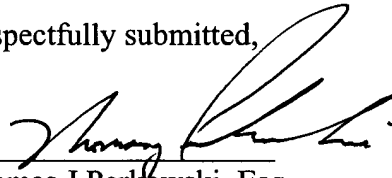
By virtue of the present invention, consumer service brand marketers can now easily deliver rich-media brand experiences to consumers wherever consumers might be on the World Wide Web (WWW), without the need to drive consumers back to the brand's own Web site.

The prior art of record, when taken alone or in combination with each other, does not disclose, teach or even hint at such a system, nor is there in any motivation disclosed in such references for one to do so.

In view therefore, of the Amendment and Remarks set forth above, the present invention defined by newly amended Claims 133-155 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

Favorable action is earnestly solicited.

Respectfully submitted,



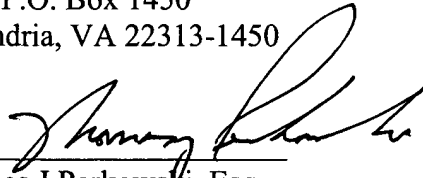
Thomas J Perkowski, Esq.  
Attorney for Applicant  
Reg. No. 33,134  
Thomas J. Perkowski, Esq., P.C.  
Soundview Plaza  
1266 East Main Street  
Stamford, Connecticut 06902  
203-357-1950  
<http://www.tjpatlaw.com>

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A handwritten signature in black ink, appearing to read "Thomas J. Perkowski", written over a horizontal line.

Thomas J Perkowski, Esq.  
Date: September 30, 2004